

Promoting your event




Design and Print

This can be one of the most expensive items in your budget and therefore requires careful budgeting.

Firstly, decide on the printed material required, e.g. ticket application form, entry ticket, leaflet/poster, souvenir programme, raffle tickets.

Estimate how many you'll need and set your deadline for sourcing text and images. Try to find a friendly local printer and someone who can use Desk Top Publishing software to put the text and images together for you.

- Tommy's logo must appear without any lines around it and with a space at least the size of the  around all sides. It should always appear on a white background.
- Arial or Futura fonts are Tommy's favoured fonts. Try to use these fonts in your printed materials to help reinforce our brand recognition.
- When referring to Tommy's, the baby charity, ensure you place a comma between 'Tommy's' and 'the' and that everything except for the first 'T' in Tommy's is lower case.
- Please indicate where your fundraising is going e.g. all proceeds from this event will be donated to Tommy's, the baby charity; or £1 from the entrance fee will be donated to ...
- Finally, our registered charity number MUST appear on all publicity material and anything with the Tommy's logo. This should be in very small print in an unobtrusive place. It doesn't matter how small or where it is - as long as its there! It should appear exactly as follows:

TOMMY'S THE BABY CHARITY is a registered charity no. 1060508

Tommy's Community Fundraising Manager MUST proof all materials before they are printed. This can be turned around within 24 hours. Please email dstenning@tommys.org or fax 08707 70 70 75

Website

If you know someone who can design a website for your event contact Tommy's Community Fundraising Manager for guidelines

Tommy's can also help promote your event on our website.



Gift Aid



giftaid it

If you make a donation to Tommy's we can claim 28% of your donation extra!!

So if you donate £10 we get £10 plus £2.80 from the tax man. However, there are some guidelines we need to follow:

- The donor must be a UK tax payer
- It must be a straight donation - not a ticket sale or raffle ticket
- We need the donor's full name and home address. So if you are collecting sponsorship make sure each sponsor completes the form correctly – no work addresses please! – and ticks the gift aid box.

Remember - Gift Aid it!